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5-20-2019

## ADA News - 05/20/2019

American Dental Association, Publishing Division

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**Boston Red Sox**  
Dentist gives back  
through baseball

4



**ADEA president,  
CEO**  
Dr. Valachovic retires  
after 22 years

14



**Nebraska floods**  
Two dental offices  
destroyed

16

# ADANews

AMERICAN DENTAL ASSOCIATION WWW.ADA.ORG

MAY 20, 2019

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## BRIEFS

### ADA, Alliance of ADA promoting ways to banish burnout

The ADA and the Alliance of the ADA are committed to helping dentists combat stress, establish a beneficial work-life balance and, above all, prevent burnout.

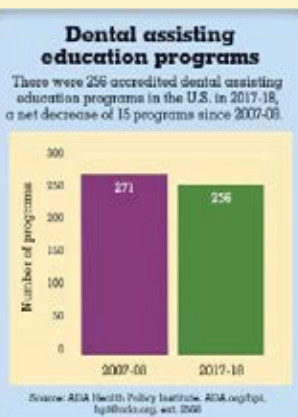


The Association and the Alliance offer a number of resources and information on surviving and thriving during periods of high stress, including:

- The ADA Practice Institute will host an Aug. 16 conference specifically focused on battling burnout.

See BURNOUT, Page 8

## JUST THE FACTS



## Lenny Kravitz teams up with his dentist to improve access to care on his home island

BY DAVID BURGER

*New York* — In his breakthrough hit “Let Love Rule,” Grammy-winning musician Lenny Kravitz sang, “Love transcends all space and time/And love can make a little child smile.”

On top of bringing smiles to music fans all over the world, Mr. Kravitz, along with his Manhattan-based dentist Dr. Jonathan Levine, is brightening the smiles of people on his home island in the Bahamas, Eleuthera, through annual humanitarian dental trips.

It’s a mission that some people might find unusual considering his rock stardom until you realize Mr. Kravitz’s motivation.

“I’m invested in this mission everywhere,” Mr. Kravitz said in an email interview with the ADA News during a break on his world tour. “Pragmatically, it just made sense for me to start by acting locally. Eleuthera is my home. It’s where my family is from, and I’ll always have an intimate, spiritual connection to this place. I always want to help my people however I can.”

Dr. Levine, who has been Mr. Kravitz’s dentist for nearly two decades, said that Mr. Kravitz is deeply committed to delivering ac-



**Call to action:** Lenny Kravitz, left, gathers with a group of volunteers during the 2019 mission to Eleuthera organized by GLO Good Foundation and Mr. Kravitz’s Let Love Rule Foundation.

cess to dental care to the people on the island. “He is a very soulful person,” Dr. Levine said. “He believes charity starts at home.”

Eleuthera is where the New York

native Mr. Kravitz, 54, now calls home. Mr. Kravitz is best known for hits such as “Are You Gonna Go My Way,” “It Ain’t Over ‘til It’s Over,” “Fly Away” and the cover song of

the Guess Who’s “American Woman.” He won the Grammy for Best Male Rock Vocal Performance for

See KRAVITZ, Page 6

## Group applies to recognize orofacial pain as dental specialty

The American Academy of Orofacial Pain submitted on May 3 an application and request to recognize orofacial pain as a dental specialty, which is now under review by the National Commission for Recognition of Dental Specialties and Certifying Boards’ review committee.

According to the National Commission, all documentation in the application is confidential until the review committee has determined that the application is complete. If the application is complete, the National Commission will invite public comment on the applicant’s com-

pliance with the requirements for recognition for a 60-day period. Incomplete applications are returned to the sponsoring organization or certifying board for modifications.

The field of orofacial pain is concerned with the prevention, evaluation, diagnosis, treatment and rehabilitation of orofacial pain disorders, according to the AAOP website. Such disorders may have pain and associated symptoms arising from a discrete cause, such as postoperative pain or pain associated with a malignancy, or may be

See SPECIALTY, Page 19

## What happens when your network gets leased?

BY JENNIFER GARVIN

*Phoenix, Ariz.* — A new law here requires health insurers to notify contracted providers if their network has been leased to another insurer, making Arizona the 17th state to adopt this type of legislation.

The legislation also stipulates that providers may continue with the lease arrangement, opt out of it entirely or enter into a contract directly with the new insurer.

The law prohibits claim payment arrangements where the only acceptable payment method is a credit card payment. It also requires insurers to notify providers

of fees associated with claims payments and instructs providers on alternative payment methods. It does allow a fee under certain circumstances if the provider consents to the fee.

Arizona HB 2494 was signed by Gov. Doug Ducey on April 26 and goes into effect in 2020. The bill’s primary sponsor was Dr. Regina Cobb, who represents Arizona’s 5th legislative district and is a former member of the ADA Council on Government Affairs.

“I have personally been a victim of the abuse of the virtual credit

See LEASED, Page 17



# June webinar will address contracts, effect they have on revenue

BY DAVID BURGER



*Editor's note: This is the 24th story in the Decoding Dental Benefits series featuring answers and solutions for dentists when it comes to the world of dental benefits and plans. The series is intended to help untangle many of the issues that can potentially befuddle dentists and their teams so that they can focus on patient care.*

An important business decision any dentist makes is whether or not to sign a preferred provider organization agreement.

There are many considerations a dentist should take into account before signing, and the ADA will stream and record a free webinar on the topic June 6 from noon to 1 p.m. Central time.

The webinar, Contracts and Processing Policies: Impact on Your Revenue, offers one hour of continuing education credit.

This webinar will discuss common contractual clauses within third-party payer contracts

and their potential financial implications on a dental practice, including most favored nation, affiliate carrier, recoupment clauses and more.

Dr. Hope Watson, a member of the ADA Council on Dental Benefit Programs, is one of the presenters, along with Dr. Dave Preble, senior vice president of the ADA Practice Institute.

Dr. Watson, based in Tennessee, said that she will share some of her experiences with contracts. "I think the major takeaway I would like dentists to remember is that they have options, and that the ADA is here to help them



Dr. Watson

understand their contract and its vocabulary," Dr. Watson said. "I want dentists to remember to review their contracts regularly and reach out to benefit carriers they decide to invite into their practices to make sure they are being paid a fair wage for their services. I want dentists to understand what they are signing and what they are signing up for."

Dr. Watson addressed some of the questions that dentists may want to consider prior to signing a contract with a third party payer:

- What discount on services will this carrier expect the dentist to take if they agree to sign up to accept their plan?

- What kind of exclusions or downgrades of payments may this plan exercise (i.e., no implant coverage or downgrading a composite fee to an amalgam fee)?

- Does this plan have an affiliated carrier clause, meaning that the plan can lease the dentist's commitment under the contract to other benefit plans and dentists will be required to take the same discounts on those plans that they take on the original plan that they signed up for even though they don't have a direct contract with these additional plans?

Dr. Watson pointed to the ADA Contract Analysis Service and the Third-Party Payer Concierge as excellent resources for mem-



ber dentists to educate themselves so that they make the best possible choices for themselves.

"In my opinion, the greatest advantage to being a member of organized dentistry is the wealth of knowledge under one roof at the ADA," Dr. Watson said. "If you have a question about anything in our profession, guaranteed there is a person at the ADA that knows the answer to your question. The amount of time you save just by having not to search for answers to your questions is worth every dollar you invest in your membership."

Register now: <https://cc.readytalk.com/registration/#/?meeting=hlb6vmnafjt&campaign=5jud8o6ogeqh>.

To learn more about contracts, visit [Success.ADA.org/en/dental-benefits/third-party-contract-issues](https://Success.ADA.org/en/dental-benefits/third-party-contract-issues).

The ADA Contract Analysis Service provides members with information concerning a proposed contract they can better understand and analyze its terms. To learn more about the ADA contract analysis service, visit [ADA.org/en/member-center/member-benefits/legal-resources/contract-analysis-service](https://ADA.org/en/member-center/member-benefits/legal-resources/contract-analysis-service).

ADA's Third Party Payer Concierge is where members can get one-on-one support for dental benefit issues, including third-party payer, provider contracts, coding and dental plan issues. Call 1-800-621-8099 between 8:30 a.m. – 5 p.m. Central time or email benefit questions to [dentalbenefits@ada.org](mailto:dentalbenefits@ada.org) and coding questions to [dentalcode@ada.org](mailto:dentalcode@ada.org).

For more information on ADA's activities on third-party payer advocacy and dental benefits, visit [ADA.org/dentalbenefits](https://ADA.org/dentalbenefits).

Previous installments in the Decoding Dental Benefits series are available at [ADA.org/decoding](https://ADA.org/decoding). ■

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## ADA launches qualification program for Seal testing sites

BY MARY BETH VERSACI

Testing sites now have the option to apply for “qualified” status under a new ADA program for laboratories that participate in the ADA Seal of Acceptance Program.

In the past, the ADA had not established qualification standards for independent laboratories that perform clinical studies for companies seeking to have their products earn the ADA Seal of Acceptance.

A testing site's qualified status will indicate to manufacturers that the ADA has evaluated the site for its ability to conduct quality research in support of Seal Program applica-



tions, according to the qualification program criteria. The ADA will assess applicants' facilities, computer capabilities, regulatory audits, storage and security policies, staff credentials and training procedures, and more as part of the qualification process.

“This qualification will help demonstrate to

ADA member dentists and to the public the extensive independent research that is performed on ADA Seal-accepted products and give them even more confidence when they see the Seal,” said Dr. Maria Geisinger, vice chair of the ADA Council on Scientific Affairs.

The new program has been announced to all current companies and testing sites in the Seal Program, and a few sites have begun the application process. The assessment of those sites is expected to be completed by summer.

For more information on the Seal Program, visit [ADA.org/en/science-research/ada-seal-of-acceptance](http://ADA.org/en/science-research/ada-seal-of-acceptance). ■

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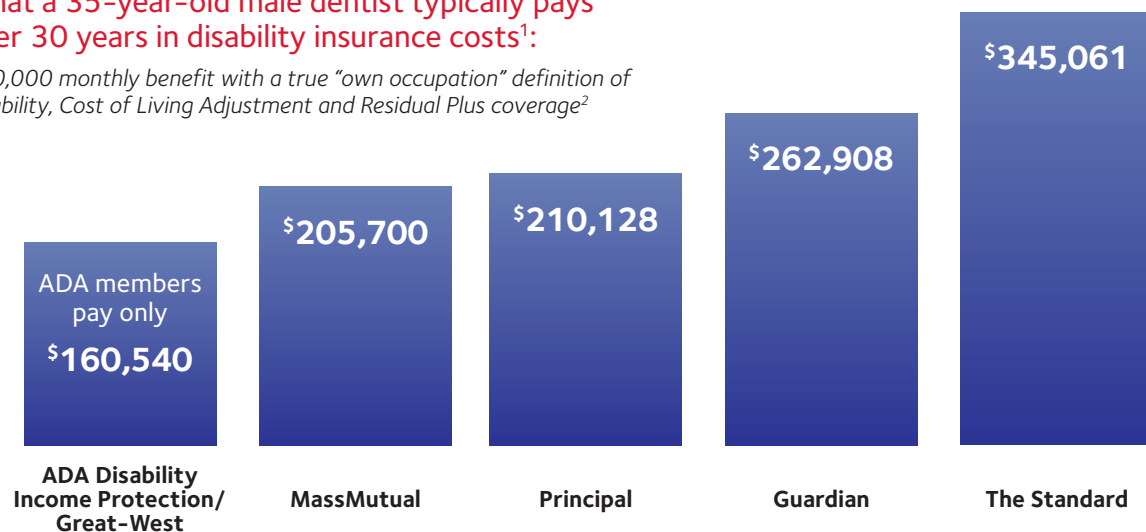


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<sup>2</sup>The ADA Disability Income Protection Residual Plus option offers a modified waiting period, which can be satisfied with periods of total and/or partial disability even if they are not consecutive.

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# Boston Red Sox team dentist gives back to community through baseball, benevolence

BY DAVID BURGER

*Boston* — Dr. Steven D. Spitz is a man of all seasons — especially the baseball season.

Dr. Spitz, the founder of Smileboston Cosmetic and Implant Dentistry, has been a baseball fan ever since his little league days, and a Red Sox fan since he moved to Massachusetts when he was 18 years old.

Now his baseball dreams have come alive as he has been a team dentist for the Red Sox since 2014, treating the 2018 World Series champions throughout the 162-game season and beyond for any and all dental emergencies.

Not only that, Dr. Spitz is dedicated to helping others, through baseball and other endeavors, from running children's sports programs to helping Holocaust survivors receive the dental care they deserve as president of the Alpha Omega International Dental Fraternity.

"I have worked with Dr. Spitz since 1990, and his creativity, humility and understanding of issues make him an excellent dentist," said Dr. Bruce Donoff, dean of the Harvard School of Dental Medicine. "Dr. Spitz's extensive participation in professional leadership organizations, philanthropies and educational training demonstrate his commitment to bettering both the dental and Greater Boston community."

Dr. Spitz's commitment to baseball and children continued in late April as he helped run the 14th annual Pitch Hit & Run event in Needham, Massachusetts. PHR, the official skills competition of Major League Baseball, is a program designed to provide youngsters, 7-14 years old, with an opportunity to participate in a competition that recognizes individual excellence in core baseball and softball skills; pitching, hitting and running.

"PHR enables kids of all ages involved in baseball and softball to compete regardless of their ability," said Dr. Spitz, who has helped run the Needham program since its inception. "All participants end with a positive score and a sense of accomplishment. For those that play at a higher skill level, it allows them to participate and showcase their skills in a positive, supportive environment."

Winners of the Needham competition receive the opportunity to advance to the sectional level of the contest, as well as a chance to compete at the Red Sox's home of Fenway Park in June and then the Major League Baseball All-Star Game in Cleveland in July. Smileboston, along with Needham Baseball and Softball and the Needham Village Club, hosts the Needham PHR event each year.

Dr. Spitz said his PHR involvement began when he first moved to the Boston suburb. "I was new to my community in Needham, as we just moved, and I wanted to be part in a way that meant something. All three of my kids played baseball or softball, and having a past experience with the PHR, and the fact that it is a free event for the kids, I decided that I could create a local event. We tied it into opening day of Needham's baseball and softball festivities, and we have been part of that tradition for the last 14 years. This is truly a town-wide program. The hope is that kids, no matter what their ability, can enjoy the festivities. No child leaves without a score and, if they compete every year, they will absolutely see their improvement."

It was at a PHR event where Dr. Spitz first connected with the Red Sox. "I was



**Teamwork:** Dr. Steven D. Spitz, right, poses for a picture with three Boston Red Sox legends at spring training: from left, Luis Tiant, David Ortiz and Jim Rice. Dr. Spitz has been a team dentist for the Red Sox since 2014.

a sponsoring dentist for the Red Sox and the MLB Pitch Hit & Run back in 2003 and part of the sponsorship was the ability to have a tour on the field at Fenway," he said. "The day we showed up, the medical coordinator was showing us around and someone from the team they were playing that night came up to him and asked who they used as a dentist, as someone on their team lost a crown. He said they didn't have one, but I mentioned that I was a dentist and my office was in walking distance of Fenway. The team player came that afternoon, and that is how we started. Crazy but true."

Being an official team dentist for the last half-decade has been the experience of a lifetime and allowed him to share his expertise with the team, Dr. Spitz said. "With a professional baseball team, the benefit has been to share how important oral health care is in regards to overall health," he said. "Over the years, we had discovered a few minor issues that, when treated, did not become bigger issues. As well, we found that mouthguards can have a big impact on the field, and actually, in every sport. Releasing pressure on the jaw during the game made a difference."

Outside baseball, Dr. Spitz is the current international president of Alpha Omega International Dental Fraternity. Alpha Omega has been a part of his life since his first year in dental school. "In my second year, I was elected to international student officer and have made it a part of my life ever since," he said. "Almost 30 years later, I am honored to serve as international president and am so proud of all the amazing work that our members take part in all over the world."

The Alpha Omega-Henry Schein Cares Holocaust Survivors Oral Health Program

is a program that Dr. Spitz said he is proud to take part in, treating Holocaust survivors who would not otherwise be able to afford dental care. The Holocaust Survivors Oral Health Program dates to 2014, when then-Vice President Joe Biden called attention to the estimated one-third of the 100,000 Holocaust survivors in the United States living at or below the poverty line, Dr. Spitz said. Since the partnership with Alpha Omega was launched in January 2015, it has expanded to 20 cities in the U.S. and Canada and given care to more than 1,200 survivors. The value

**"One of the greatest benefits of an organized group in dentistry, or any field, is the camaraderie and sharing of ideas, working together to make the profession better"**

of the work is estimated at nearly \$1.6 million.

Dr. Spitz is also the treasurer for the Metropolitan District Dental Society and vice president on the board of directors of Bright Spirit Children's Foundation, which helps seriously ill children by providing gaming and entertainment technologies to hospitals across the country.

His treatment isn't limited to batters and pitchers and even humans. He is a past advisory board member of the Peter Emily International Veterinary Dental Foundation, working on exotic animals in sanctuaries and zoos throughout the country; and member of the advisory board for Zoo New England (Stone and Franklin Park zoos), being the dentist on call for the animals.

"Dr. Spitz has been amazingly generous with both his time and talents in helping us to provide optimal oral health for the broad array of animals for which we have stewardship," said John Lenahan, president and CEO, Zoo New England. "He has also developed funding to purchase new equipment that enhances our abilities to care for the animals' teeth. He is one of those rare people who 'puts his money where his mouth is.'"

Dr. Spitz is the founder at Smileboston Cosmetic and Implant Dentistry, a Boston-based dental office specializing in full-mouth dental care. Clinically, Dr. Spitz's focus is dental implants and dental lasers. Smileboston began in 1997 with five team members and is now home to almost 30 as a multi-specialty, four-dentist practice.

"Steve Spitz has built a culture of patient excellence here at Smileboston," said Dr. Russell Taylor, an associate at Smileboston. "His positive leadership style and collaborative attitude are some of the many things that make him a great clinician and colleague."

Dr. Spitz received his dental degree at the Tufts University School of Dental Medicine and his prosthodontic certificate through the Harvard School of Dental Medicine/VA program, following a general practice residency through Miami's Jackson Memorial Hospital/VA program. He has served as clinical professor of prosthodontics in the post-graduate prosthodontic department at Harvard and is an on-hands teaching site for the Applied Professional Experience program for Boston University, mentoring more than 15 students to date.

"One of the greatest benefits of an organized group in dentistry, or any field, is the camaraderie and sharing of ideas, working together to make the profession better," Dr. Spitz said. "It is an important part of any field." ■

—burgerd@ada.org



# 'A feeling of belonging'

## Networking opportunities abound at ADA FDI 2019

BY MARY BETH VERSACI

San Francisco — Dr. Heather Willis, a member of the ADA House of Delegates, was able to see a bit of everyone at last year's annual meeting, including past dental school classmates, other dentists from her state and dentists she has met through her service with the ADA.

"It's a different energy when you go there and you see your peers," said Dr. Willis, who is the House's 11th District caucus chair.

The ADA FDI World Dental Congress, taking place Sept. 4-8 in San Francisco, is an opportunity for dental professionals to be surrounded by their peers, who understand what they experience every day.

"The ability to interact with peers, especially with participants from all over the world, allows the attendee to have a sense of ownership in our profession," said Dr. C. Roger Macias Jr., general chair of the ADA Advisory Committee on Annual Meetings. "It creates a feeling of belonging to something bigger than our own practices, where we go daily."

Since many dentists are solo practitioners, it is nice for them to have the chance to bounce ideas off each other at the congress and share their frustrations and celebrations, Dr. Willis said.

"It helps your own personal growth," she said.

Some networking opportunities at ADA FDI 2019 will include the New Dentist Conference, Women in Dentistry Leadership Series and Networking Events and campfire sessions, which are more casual and intimate group discussions throughout the Digital Future of Dentistry booth. Social events such as A Taste of San Francisco and a gala dinner at San Francisco City Hall will give those attending the opportunity to experience their host city together.

Meeting-goers can learn more about how dentistry is practiced around the world as they rub elbows with dentists from other countries.

"We sometimes live in our own little world and are quick to forget that there is a great big world out there where we can gain knowledge, information, culture, tradition and beauty," Dr. Macias said. "This in turn allows us to create smiles that can affect the world, helping it become a better place for all."

The congress also brings together former dental school classmates who now practice in different states, like Dr. Willis, a University of Colorado graduate who practices in Alaska.

Bonding opportunities extend to dental team members as well, as ADA FDI 2019 offers team-building courses for co-workers

to take together on topics such as marketing, social media and dental team retention. There also will be courses as part of a Dental Assisting Track, including Master Provisional Crowns Without Breaking a Sweat and Case Presentation Skills for the Dental Assistant.

"I have personally brought my team with me to places like Orlando, Hawaii, New Orleans

See NETWORKING, Page 13



**Camaraderie:** Dentists gather for a Women in Dentistry networking event during ADA 2018 – America's Dental Meeting.

Photo by EZ Event Photography

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**Coffee talk:** Drs. Emily Mattingly (left) and Raymond Jarvis chat during an event for new dentists at ADA 2018 – America's Dental Meeting.



# Kravitz

*Continued from Page 1*

four years in a row from 1999 to 2002. He has also delved into acting, most notably in “Precious” and “The Hunger Games” series.

**Come together**

In January, Mr. Kravitz’s Let Love Rule Foundation and Dr. Levine’s GLO Good Foundation went to Eleuthera and once again offered free dental care to more than 400 locals. With only one dentist on the island, the people of Eleuthera lack access to care and need help, Dr. Levine said.

“Oral health is a big deal, because it can indicate signs of other issues and offer what can sometimes be a life-saving warning,” Mr. Kravitz said. “More than that, it’s your smile. If you’re proud of your smile, you’ll show it off. You’ll exude happiness. You’ll connect with people around you. You’ll live longer.”

Mr. Kravitz continued, “In underserved countries, it’s easy to fall out of an oral care routine, so tooth decay runs rampant. People have no access. That’s why it’s a crisis. We wanted to give Eleuthera access with our trips and a year-round medical dental clinic. That’s the mission. I could see the difference on those first few trips. Everybody can’t wait for the GLO dentists to come back. It’s a great feeling.”

Dr. Levine and his wife Stacey began the GLO Good Foundation with a trip to Rwanda a decade ago. “There’s an inequality of access to care globally,” Dr. Levine said. “As an individual, there’s so much we can do. All of us need a pathway, and that’s what we’ve tried to do.” The Levines partnered with Foundation Rwanda to provide oral health screenings and education to more than 200 women and their children born of rape during the 1994 Rwandan genocide.

“Our trip to Rwanda early on was life-changing,” Ms. Levine said. “It proved our mission was right. It showed us the power behind the smile, and how when you change a smile, you restore and change a life.”

**Family ties**

Dr. Levine said he and Mr. Kravitz developed a friendship that has only grown in the past years. “We’ve become very close,” Dr. Levine said. “We’re a close, big family.”

Ms. Levine agreed. “Lenny is a rock star that wants to be a dentist and Jonathan is a dentist that wants to be rock star,” she joked. “Lenny is family. When you spend time with people you love doing good, magic happens. In addition to supporting him on his rock star journey, we have shared the deepest commitment to service together on our missions, tireless days and nights, emotional highs and lows, which has created a bond and trust like no other.”

His connection to Dr. Levine and his family runs deep, Mr. Kravitz confirmed. “Doc has been my dentist and my friend forever,” he said. “Every time I’m in New York, we get together. When I heard about what he was doing with GLO Good around the world, I asked him to come to Eleuthera and work with Let Love Rule.”

Dr. Levine said Mr. Kravitz’s request was simple. “Lenny said to me, ‘You have to help my people.’”

“Given our relationship, we were both excited and got right to work,” Mr. Kravitz said. “It all happened very naturally. GLO Good made their first trip four years ago. That one was transformative for everybody. We were able to introduce quality dental care, offer education and give people their smiles back on the island. It’s grown every year and continues to. That’s exciting. I think there’s even more ground we can cover. We’ve really just scratched the surface here.”



**Teamwork:** Dr. Jonathan Levine’s GLO Good Foundation teamed up with musician Lenny Kravitz’s Let Love Rule Foundation to bring free dental care to more than 400 Eleuthera locals in 2019.



**Giving back:** Dr. Levine takes a look at a patient’s mouth during a January volunteer mission to the Eleuthera clinic.

**It ain’t over ‘til it’s over**

Part of covering more ground includes creating, of all things, a toothpaste company with Dr. Levine’s two adult children, Julian and Cody. The toothpaste is called Twice, intended to raise funds to expand the Eleuthera clinic to include medical services. “As far as our mission, we tried to build that opportunity into our work with Twice,” Mr. Kravitz said. “Ten percent of all profits benefit the GLO Good Foundation.”

The foundations plan on going back to the Bahamas in 2010 because of what has been achieved so far. “On our first mission together in Eleuthera we saw the power of the smile, when it is lost and when it is found, seeing the problems and pain people had and how a new smile changed their lives,” Ms. Levine said. “One example is when we saw a man shave a mustache after his smile was restored. He was no longer embarrassed to share his smile.”



**Thrice as nice:** Lenny Kravitz, center, shows off his company’s Twice toothpaste with Dr. Levine’s sons Julian and Cody, who are co-founders of the company with Mr. Kravitz.

“As a patient, Lenny has an elevated understanding of good dentistry — he lives a healthy life and knows the importance of the healthy mouth and healthy body connection,” Ms. Levine added. “The only problem we may ever have is getting on his busy calendar, but he has figured out to prioritize this too. He is committed to this mission, to do more and get others involved to improve lives. He is family — the best partner. We love him.”

Mr. Kravitz has a message to share with other people looking to help out their communities. “If you’re inspired, there are many ways to help,” he said. “Not everyone has to go to a foreign country and assist dental missions. There are little things you can do locally. Find those charities and missions that speak to you and get involved.”

Lyrics from another song, “Dig In,” per-

formed by Mr. Kravitz, give insight into his own driving force as an agent of change.

“When the mountain is high/Just look up to the sky/Ask God to teach you/Then persevere with a smile.”

Ultimately, Mr. Kravitz said, “Everything means more when you’re able to give back.”

To learn more about the GLO Good Foundation, visit [glogoodfoundation.org](http://glogoodfoundation.org). To learn more about how to get involved in international volunteering, visit the ADA Foundation’s website, [ADAFoundation.org/internationalvolunteer](http://ADAFoundation.org/internationalvolunteer).

The ADA Foundation is also sponsoring a course on international volunteerism during the 2019 ADA FDI World Dental Congress. To register, select the course International Dental Volunteer Projects: Best Practices (4500). ■

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**Reference:** 1. Chapman JA, Roberts WE, Eckert GJ, et al. *Am J Orthod Dentofacial Orthop*. 2010 Aug;138(2):188-94. DOI:10.1016/j.ajodo.2008.10.019.

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# Burnout

*Continued from Page 1*

• The fourth episode of the ADA podcast Beyond the Mouth is devoted to stress management, titled “It’s a Wellness Revolution.” The podcast is produced by the ADA Center for Professional Success, which also has other resources devoted to burnout.

• Susan Hadnot, president of the Alliance, said she will devote much of her remaining time in her one-year term, up in September, to helping dentists and their family members cope with and manage challenges to their well-being in their lives and careers, evidenced by one of the sessions delivered at its recent annual conference.

The Alliance is a volunteer organization that is generally, but not limited to, spouses of ADA member dentists. It has a partnership with the ADA in advancing the oral health of the public.

In mid-April, the Alliance met in Las Vegas for its annual Alliance of the ADA Conference, and one of the primary events was a session called How to Find Balance, Beat Burnout, and Be Happy, led by Marcia Mastracci Ditmyer, Ph.D., associate dean of academic affairs, assessment and instruction at the University of Nevada, Las Vegas, School of Dental Medicine.

“People really want to know how to combat stress and burnout, and the question is, ‘Can you balance your life?’” said Dr. Ditmyer.

“Everybody should have a self-care mindset. You can have a well-managed life. What do you need to do for yourself every day? Look at yourself, so you can better look at others, your patients.”

Ms. Hadnot said that the session was brought to the conference based on feedback and input from members who experience and witness stress in themselves and their spouses. “Who is better to carry the message of improving well-being than the Alliance?” she asked rhetorically.

The Alliance has a liaison on the ADA’s Health and Well-Being Committee, which will lead the Health and Well-Being Conference on Aug. 16 at ADA Headquarters in Chicago. The title of the conference is You First: Management and Prevention of Burnout in Dentistry.



**Advocacy:** Susan Hadnot, president of the Alliance of the ADA, speaks during Lobby Day in April on Capitol Hill.

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Focusing on continuing education on career burnout and stress management, the conference will feature a keynote speech by Austin Eubanks, an injured survivor of the Columbine shooting who has become an expert and motivational speaker on topics such as behavioral health, addiction and trauma.

To register for the conference, visit ADA.org/WellBeingConference.

The podcast is another resource for dentists concerned about burnout. Dr. Betsy Shapiro, director of the ADA Center for Professional Success, chats with a diverse group of people who offer their perspectives in the new podcast Beyond the Mouth, where the only topic off-limits is clinical dentistry. The third episode features a new dentist, Dr. Erinne Kennedy, discussing her methods of addressing stress both in school and in life, and in the fourth episode one can hear Dr. Emelia Sam, oral surgeon, faculty, author and speaker, talking about how she has made a mission of wellness for herself, her patients, her students and the community at large.

The podcast Beyond the Mouth is available at ADA.org/BeyondtheMouth and through most major podcast distribution channels.

The ADA Center for Professional Success also houses other resources to help dentists avoid burnout at ADA.org/Wellness. ■

—burgerd@ada.org

## Burnout focus of this year's health, well-being conference

**BY JENNIFER GARVIN**

The ADA Practice Institute's 2019 Dentist Health and Well-Being Program Conference will take place Aug. 16 in Chicago.

This year's conference, You First: Management and Prevention of Burnout in Dentistry, features sessions on recognizing and preventing burnout, dealing with the stigma of being a provider with mental health issues, and a questions-and-answers session with professionals who have experienced burnout.

By the end of the program, participants will be able to:

- Share knowledge and lessons learned on the prevalence, drivers and consequence of burnout among dental professionals.
- Discuss the challenges and barriers dental professionals face in today's complex dental practice environment.
- Identify and discuss best practices and experiences in building individual and organizational resilience.
- Foster resilience through the building of relationships and social connections.

The conference registration fee for ADA members is \$150. Register at ADA.org/WellBeingConference. ■



# ADA council addresses ethics related to measles crisis

BY MARY BETH VERSACI

Dentists should have policies in place that allow for the treatment of all patients, including those who are unvaccinated, amid the growing measles outbreak in the U.S., according to the ADA Council on Ethics, Bylaws and Judicial Affairs.

The council May 9 released a statement (shown below) offering guidelines to dentists on dealing with the complicated ethics of the outbreak.

"There really are critical ethical issues that dental providers need to consider," said Dr.

James A. Smith, council chair. "A provider may think, 'Well, I just won't see anyone who's not vaccinated or if anyone chooses not to be vaccinated,' or they might have questions such as, 'How do I do this? Do I put my other patients at risk if I allow people who are not vaccinated into my practice?' There are a lot of questions, and it's a complex issue. Our council wanted to provide some guidance and considerations in the face of the measles outbreak."

In its statement, the council offers a series of policy suggestions, including asking sick patients to delay their appointments until they

are no longer contagious or scheduling unvaccinated patients at different times from patients with a compromised immune system or an inability to get vaccinated.

Policies should "respect autonomy, reflect beneficence and nonmaleficence, be fair to all involved and be accurately communicated to all impacted," the council stated.

"There's a lot of misinformation that patients may hear from various sources, and it's a big concern," Dr. Smith said. "And so by continuing to see those patients in your practice, it allows the opportunity to have an on-

going discussion about vaccine hesitancy."

More than 830 measles cases have been reported in 2019 in the U.S. — the nation's largest measles outbreak since 1994 — and a majority of those people were unvaccinated, according to the Centers for Disease Control and Prevention.

As part of the larger community of health care providers, it is important for dentists to be knowledgeable of the measles issue and able to talk to patients about it, Dr. Smith said.

"We just want to do things in a way that we have the best interest of our patients in mind," he said. ■

## Statement on measles from ADA Council on Ethics, Bylaws and Judicial Affairs

"With the number of measles cases rising on a daily basis, dentists must consider the ethical implications of treating or not treating patients with active illness, accepting or rejecting patients who have not been vaccinated, and dismissing or maintaining patients who have not been vaccinated.

The American Dental Association Principles of Ethics & Code of Professional Conduct is a useful guide in navigating these challenging questions: 'The ethical dentist strives to do that which is right and good.'

This requires consideration of the interests of the individual patient, other patients in your practice, your staff, the broader community and the profession.

Given the communicable nature of measles, looking at office policies that accommodate those who choose not to be vaccinated, those who cannot be vaccinated and those who are actively ill is necessary.

Such policies must respect autonomy, reflect beneficence and nonmaleficence, be fair to all involved and be accurately communicated to all impacted.

Asking patients with active illness to defer appointments until they are no longer contagious, for example, would reflect respect for each of the principles outlined in the code.

Another possible solution would be to schedule unvaccinated patients at different times than those patients who may be immunocompromised or who may not be able to get vaccinations and therefore depend on herd immunity.

Keeping the interests of staff in mind, staff who are also at risk from exposure would have the opportunity to take necessary precautions to protect themselves if appointments are scheduled in this way.

Refusal of care altogether or dismissing patients is not per se unethical, so long as necessary precautions are taken as may be dictated in your state and patient abandonment does not occur; however, this misses a teachable public health opportunity and an opportunity to build trust with patients.

As with most ethical dilemmas, the risks and benefits must be evaluated on the particular facts and circumstances, and the dentist should demonstrate the '[q]ualities of honesty, compassion, kindness, integrity, fairness and charity.'" ■

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# June 18 webinar focuses on managing risks in practices

BY DAVID BURGER

Three ADA councils are coming together to present a June 18 webinar that provides guidance on dealing with many of the professional risks that exist in the dental practice.

The webinar, titled Managing Professional Risk: Legal Updates for Dental Practitioners, will stream from noon to 1 p.m. Central.

"Identifying the risks that exist in a dental practice is the first step to effectively managing them," said Dr. Stacey K. Van Scoyoc, chair of the ADA Council on Dental Practice. "Once you know what the risks are, you can develop plans, systems and protocols to reduce the likelihood that any of those possible risks will become a reality that can damage your ability to practice, your professional reputation and your financial stability."

According to Dr. Van Scoyoc, the professional risks encountered by dentists include aspects of:

- Communicating with patients.
- Managing the financial aspects of the business.
- Hiring and supervising staff.
- Conducting or overseeing marketing activities.
- Ensuring that everything done onsite complies with all federal, state and local regulations.

Content is based on information contained in the ADA's Guidelines for Practice Success module on Managing Professional Risks, a resource developed collaboratively by the ADA Council on Dental Practice, the Council on Members Insurance and Retirement Programs and the Council on Advocacy for Access and Prevention, in consultation with

**"Identifying the risks that exist in a dental practice is the first step to effectively managing them."**

several external content authorities.

Hosted by Dr. Pamela Porembski, director of the ADA Council on Dental Practice, and Rita Tiernan, senior manager of the ADA Council on Members Insurance and Retirement Programs, the webinar will feature Dr. Richard S. Harold, J.D., associate professor and practice coordinator of the Department of Comprehensive Care at the Tufts University School of Dental Medicine.

"As a dentist in a profession which promotes the oral health of the public and risk prevention, we know the best defense is a good offense. The same holds true in effectively managing risks in your dental practice. It begins with a proper risk assessment and taking the appropriate corrective measures to minimize your exposure to risk and situations which can lead to potential claim allegations. Members are encouraged to take advantage of the dental risk management resources available through the ADA tripartite and their dental malpractice insurers," said Dr. Naomi Ellison, chair of the ADA Council on Members Insurance and Retirement Programs.

"Each year, the ADA receives numerous calls from members asking how to find a lawyer and guidance on getting the right type of legal advice," said Dr. Nima Aflatooni, a member of the Council on Dental Practice and chair of its Practice Management Subcommittee. "Although ADA attorneys can't provide legal advice or referrals, they do encourage members to consult with a qualified, licensed attorney and their professional liability insurance representative as necessary to properly assess and appropriately manage challenging situations," he said.



Dr. Van Scoyoc



Dr. Ellison



Dr. Aflatooni

The webinar is the eighth in a series of programs based on content from the ADA's Guide-

lines for Practice Success module of the ADA Guidelines for Practice Success provides general infor-

lines for Practice Success modules. Continuing education credit is available to those participating in at least 45 minutes of the program.

Register at <https://cc.readytalk.com/r/nfl5urxxvmti&com>.

The content contained in the Managing Professional Risks module of the ADA Guidelines for Practice Success provides general infor-

mation about some of the preventive steps dentists can take to lessen many of the risks associated with working in, operating and/or owning a dental practice.

The ADA Guidelines for Practice Success: Managing Professional Risks publication is based on time-tested best practices of risk management. Readers can save 15% on the publication and all ADA Catalog products with promo code 19117 until July 26. To order, visit [ADAcatalog.org](http://ADAcatalog.org) or call 1-800-947-4746. ■

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# Proposed ADA technical reports available for review

The ADA Standards Committee on Dental Informatics has approved for circulation and comment the following proposed technical reports:

- Proposed revision of ADA Technical Report No. 1055, Computer Hardware and Software Guidelines for Dental Offices: This technical report outlines the features of hardware and software for dental practice management systems and provides selection guidelines for their optimal use in dental offices. These recommendations promote the use of interoperable computer hardware and devices as opposed to proprietary, closed systems that will most likely increase the cost of ownership over time.

- Proposed revision of ADA SCDI White Paper No. 1070, Electronic Pharmaceutical Prescription Standard for Dentistry: This white paper recommends that dental practices use the National Council on Prescription Drug Programs SCRIPT standard, which addresses pharmaceutical prescription transactions between the practice and a retail pharmacy. It has been approved by the Department of Health and Human Services. Use of electronic pharmaceutical prescriptions by pharmacies is on the rise because of their inherent quality-assurance mechanisms. The use of this technology has the advantage of developing a structured method by which the provider can precisely track the generation, dispensing and delivery of pharmaceuticals to the patient.

- Proposed revision of ADA Technical Report No. 1051, Digital Imaging and Communications in Medicine Requirements for Digital Imaging in Institutional Dentistry: This technical report provides a technical specification based on the Digital Imaging and Communications in Medicine standard as it applies to dentistry, with the goal of increasing interoperability within and between institutional digital radiographic systems. The report illustrates

how to achieve interoperability for typical dental imaging tasks through several interaction use cases, including viewing and printing images on removable media, sharing images among various networked multi-vendor storage and acquisition systems, importing images from outside the institution into the electronic dental records system, and securely transferring Digital Imaging and Communications in Medicine images via email. These use cases show the standard's requirements in context, describing them in clear relationship to the clinical tasks of the dental provider.

- Proposed revision of ADA Technical Report No. 1065, Use Cases of the Orthodontic Health Record: This technical report examines the specific needs of the orthodontic community for data communication. Based on use cases, the report is meant to help ensure the unique data requirements for orthodontics are adequately reflected in existing data transfer and storage standards. It also provides the foundation for development of specific data interoperability requirements for a future standard on orthodontic record interoperability.

- Proposed revision of ADA Technical Report

No. 1089, Track and Trace of Human Cells, Tissues, and Cellular and Tissue-Based Products: This technical report defines inventory management requirements in dental practices for human cells, tissues, and cellular and tissue-based products to ensure traceability from the donor to the recipient and the recipient to the donor. Its intent also is to facilitate reporting of potential adverse reactions, including disease transmission, to all parties involved in processing the materials.

Copies of the reports are available by calling the ADA at 1-312-440-2500, ext. 2506, or emailing standards@ada.org. ■

## Networking

*Continued from Page 5*

and San Francisco to experience the ADA meeting. These trips have created some of the best memories and appreciation for what we do in our own office," Dr. Macias said. "Teams that experience the ADA congress create a camaraderie among themselves, as well as new friendships with other offices. This is a huge return on the investment when the teams return excited and ready to implement new knowledge in their own offices."

To learn more or register for ADA FDI 2019, visit [ADA.org/meeting](http://ADA.org/meeting). Search "#ADAFDI" to find posts about the congress on Twitter and Facebook. ■



Photo by EZ Event Photography

**New friends:** Drs. Joo Kim (left) and Brittany Dean share a laugh during a new dentist event at ADA 2018 – America's Dental Meeting.



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## EDUCATION

## ‘One of the best leaders’

After 22 years, Dr. Richard W. Valachovic retires

BY KIMBER SOLANA

For dental education, 1997 was a difficult period in time, recalls Dr. Richard W. Valachovic, president and CEO of the American Dental Education Association.

Six dental schools had closed in the previous decade while eight other schools had been considered for closure.

“And one more closed after I started,” he said.

Dr. Valachovic, at that time, had just taken on his leadership role of ADEA, then-called the Association of American Dental Schools.

Twenty-two years later, he says, the state of dental education is stronger than ever, in part due to ADEA’s work over the past two decades — from efforts in collaborating with the other health care education communities and advocating for dental education on Capitol Hill to reevaluating and restructuring the association’s strategic planning process.

Come June 30, Dr. Valachovic is retiring, leaving ADEA in what he sees as a better environment for dental education and the profession. While new challenges continue to arise, such as the speed of technological innovation, he said, it’s the right time to let a new president and CEO to assist the ADEA Board of Directors in the association’s work and goals in the coming years. ADEA announced in May it named Dr. Karen P. West as president and CEO beginning July 1.

“When I accepted the position, my plan

was to stay for about five years and then return to academic dentistry,” he said, adding that more “gratifying” and “innovative” work prevented him from sticking to that original plan. “It has been challenging at times. It has always been rewarding. And it has been an honor to play my part.”

ADEA represents more than 20,000 students, faculty, staff and administrators from all of the U.S. and Canadian dental schools, advocating for public policy issues affecting dental educators, researchers and access to dental care.

Prior to joining ADEA, Dr. Valachovic’s experience focused on teaching, research, clinical practice and administration. He was an associate professor at the Harvard School of Dental Medicine and served there as dean for clinical affairs, dean for government and community relations and director of postdoctoral education. In addition, he was chief of the dental service at the Harvard University Health Services and was an active investigator in the Health of the City Project in Cambridge, Massachusetts.

“Rick is one of the best leaders I’ve been around,” said Dr. R. Lamont MacNeil, past-ADEA board chair. “Read any book about leadership and the qualities of a great leader, and I can say with assurance that he meets all the criteria. I joke with him often that I’d love to know where he buys his ‘human backup battery packs’ because he is tireless in his work.”



Photo provided by ADEA

**Leader:** Dr. Richard W. Valachovic speaks during the 2017 ADEA Annual Session and Exhibition in Long Beach, Calif. Dr. Valachovic is retiring as ADEA’s president and CEO on June 30.

According to ADEA, significant advances mark Dr. Valachovic’s tenure at the association that benefitted dental and allied dental education and the oral health of the public. Of particular note were:

- The creation of the Innovative Leadership and Research Summits, which brought together the dental deans and the chief academic officers of their parent institutions.
- Collaborating with other dental and health professions to establish an Oral Health Initiative within [the Health Resources and Services Administration].
- ADEA international women’s leadership conferences in France, Sweden, Canada, Brazil, Spain and Italy.
- The first Global Congress on Dental Education in Prague in 2001, Singapore in 2002 and Dublin in 2007.
- The emergence of ADEA in debates on health care reform, health professions education and higher education issues.
- Efforts to address increased costs in dental education and advocating for student loan reform.

Dr. Valachovic also served as co-program director for the Robert Wood Johnson-sponsored Summer Medical and Dental Education Program (2005-16) and Summer Health Professions Education Program (2016-18), creating opportunities for thousands of college students with disadvantaged backgrounds to successfully improve their preparation for careers in the health professions.

“Very few in dentistry have had as great an impact on our profession over the past two decades,” said Dr. MacNeil. “Rick has helped shepherd us through new eras in learning theory, practice construct, technology, accreditation, assessment and many other ‘change areas.’ Our schools are better and stronger because of the programs he helped create at ADEA to assist our faculty and institutions adapt, and in many cases, lead in the field of health profession education.”

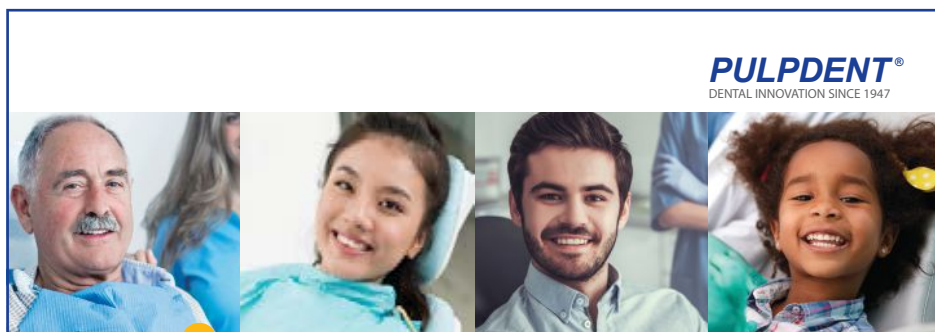
After retirement, Dr. Valachovic said he plans to take three months off and decide what to do next.

“Dental education today is as strong as it has ever been,” he said. Between 1997 and 2019, Nova Southeastern College of Dental Medicine became the first new dental school to open in 24 years. Thirteen more subsequently opened.

“We enjoy a robust applicant pool,” he said. “We attract people who want to get in a caring profession. Our schools are stronger, with some excelling in their focus whether that’s research or improving access to care.”

However, Dr. Valachovic said, he expects to find some way to continue helping advance dental education and the profession.

“I’m going to miss the camaraderie of the community. There are so many special people in dental education that I’ve interacted with, and I’m going to miss that opportunity to do that in a daily basis,” he said. “But I’ll be back in some way to continue to work in the health professions in some capacity.” ■



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## ADEA names new president, CEO

The American Dental Education Association announced in May it named Dr. Karen P. West, dean of the University of Nevada, Las Vegas dental school, as its new president and CEO beginning July 1.

“Dr. West has experienced every stage of a profession in dental education — from practitioner, to community project manager, to three decades in academia and administration,” said Dr. R. Lamont MacNeil, past-chair of the ADEA board of directors, in a news release. “She not only brings the experience to manage this complex organization, she is also committed to ADEA’s success as a trusted and valued volunteer leader in the association.”

Dr. West began her career as a project director in August Dental Project/Children and Youth Dental Clinic in 1984. She has been a dental faculty and in administration for 30 years, including serving as dean at UNLV School of Dental Medicine for 12 years, managing a \$35 million budget and overseeing about 400 faculty and staff and 350 students.

In addition to her experience in the dental school environment, Dr. West served on the Commission on Dental Accreditation from 2013 to 2016, including as CODA chair in 2016. She was elected president of the Society

for Executive Leadership in Academic Medicine in 2004 and has been involved in research projects in the general area of women’s health and the equity for women in dental education.

“One of her many noteworthy accomplishments as dean of [UNLV dental school] has been increasing the diversity of the student body and faculty, and now the school is considered a model of inclusivity,” according to ADEA in a news release.

Dr. West earned her dental degree from the University of Louisville School of Dentistry and her master’s degree in public health from the University of South Carolina School of Public Health.

She also served as chair of the ADEA Council of Faculties, Council of Deans, and as the women’s liaison officer for the University of Kentucky. Dr. West received the ADEA Distinguished Service Award in 2018.

“ADEA’s reach and influence will allow me to meld the best of both worlds — knowing our members’ needs from working my way up the ranks in dental education, and my passion for helping the dental professions look outside our institutional and geographic boundaries to find even better ways to improve oral health,” Dr. West said in a news release. ■



# First woman to serve as Chicago Dental Society president inspired others to follow dreams

BY MARY BETH VERSACI

*Hilton Head Island, S.C.* — Dr. Juliann S. Bluitt Foster, the first woman to serve as president of the Chicago Dental Society, died April 17. She was 80 years old.



Dr. Bluitt Foster

“Dr. Juliann Bluitt was an amazingly accomplished professional. She dedicated her adult life to the education of others in the dental profession,” said Chicago Dental Society President Cheryl Watson-Lowry, the society’s second female African-American president, in an obituary published in the CDS Review. “As the first female and African-American female president of the Chicago Dental Society, Juliann Bluitt inspired me and countless others to pursue our dreams without limitation. She not only served as a role model to so many of us but was also a pioneer in multiple arenas.”

The longtime dental professional died in South Carolina, where she moved after retirement, according to the obituary.

Dr. Bluitt Foster served as the president of the Chicago Dental Society from 1992 to 1993. During that time, she moved the society’s annual Midwinter Meeting to a larger location at the McCormick Place Lakeside Center, leading to an increase in attendance, the obituary stated.

Dr. Bluitt Foster previously had been the society’s Kenwood-Hyde Park branch director from 1981 to 1984 and branch president from 1985 to 1986, and she also served on countless society committees, according to the obituary. She was a member of committees with the American Dental Association and American Dental Education Association as well, and she became the first woman and African-American to serve as president of the American College of Dentists from 1993 to 1994, according to a profile published in the Illinois Dental News.

“While serving on the CDS board with Juliann, no one was more dedicated or prepared; her work was consistently superior, insightful and nothing short of profound excellence,” said Dr. William Kort, Chicago Dental Society past president and Dr. Bluitt’s immediate predecessor, in the profile. “I loved working with her and will always immensely value her friendship.”

Dr. Bluitt Foster was born on June 14, 1938, in Washington, D.C., to Marion Hughes and Stephen Bluitt. After attending public schools in the Washington area, she headed to Howard University, where she received a bachelor’s degree in zoology and graduated from dental school.

After graduation, she taught in the college of dentistry’s department of oral medicine for a year before moving to Chicago and taking a position with the Chicago Board of Health. She worked there for five years, then joined the faculty of Northwestern University’s dental school as chair of the dental hygiene department.

Dr. Bluitt Foster held many other positions during her 31-year career at Northwestern, and she was the first full-time African-American educator at the dental school, according to the profile.

Dr. Bluitt Foster also served on several national committees, including the National Advisory Council for Health Manpower Legislation, Federal Drug Administration Committee and Advisory Council to the Director of the National Institutes of Health.

She was on the board of directors for Blue Cross-Blue Shield of Illinois, Texas, Oklahoma

and New Mexico for 28 years, including five years as vice chair, and was the recipient of numerous awards, one of which was the American Dental Association Outstanding Service Award in 1983, according to the profile.

Outside of dentistry, Dr. Bluitt Foster’s interests included travel, golf, art, philanthropy and her pets.

She was married for 41 years to Dr. Roscoe

Foster Jr., an orthodontist who also served on the Chicago Dental Society’s board of directors and within the Society’s Kenwood-Hyde Park branch, including as president, and was a member of the society’s board of directors, the profile stated. Dr. Foster died in April 2014.

Dr. Bluitt Foster is survived by Dr. Foster’s adopted son and daughter, David and Barbara Foster, three grandchildren and

one great grandchild.

In lieu of flowers, contributions may be made to the Roscoe and Juliann Foster Scholarship program at Roosevelt University, 410 S. Michigan Ave., Chicago, IL 60605; Hospice of the Lowcountry, 7 Plantation Park Drive, Bluffton, SC 29910; or Northwestern University School of Professional Studies, 339 E. Chicago Ave., Chicago, IL 60611. ■



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# Nebraska floods destroy two dental offices

BY MARY BETH VERSACI

*Osmond, Neb.* — Despite his many years of living and practicing dentistry in Nebraska, Dr. Charles Skoglund had never witnessed anything like the flooding that recently devastated parts of the state, including one of his own offices.

“I’ve lived in this area, with the exception of dental school and college, my entire life, and I have never seen something like this,” said Dr. Skoglund, who has been in practice for 38 years, 20 of which were with Family 1st Dental Associates, whose Osmond office was destroyed in the flood.

The mid-March flooding was the result of a combination of factors that created the perfect storm. The area still had several inches of snow left over from a record-setting winter, and they melted when a “bomb cyclone” — a drop in atmospheric pressure that causes heavy rains — swept through the area, according to the Omaha World-Herald.

Exacerbating the wet conditions, the ground in the area was frozen and unable to absorb moisture, and area rivers were clogged with ice slabs that had broken off and jammed together to create dams, causing water to overflow, the newspaper reported.

Following the floods, the American Dental Association helped the Nebraska Dental Association identify which member dentists had been affected. Of the 233 dentists contacted, three experienced damage to their practices, including Drs. Skoglund and Amy Chadwell, whose office in North Bend also was destroyed.

The third impacted office had flooding in its basement that could be repaired, Nebraska

Dental Association Executive Director David O’Doherty said.

“We are thankful that the ADA was there to assist us in identifying who needed help during a very difficult time,” said Mr. O’Doherty, who added the Nebraska Dental Association will access its relief fund to provide grants to affected dentists as needed.

Dr. Skoglund is the owner and president of Family 1st Dental, which has 18 locations in Nebraska and 10 in Iowa. While a number of the other offices had some water damage, nothing compared to the more than \$150,000 in damage at the Osmond site, including structural damage and loss of equipment, supplies and fixtures.

“We will have to find a way to find another building,” Dr. Skoglund said.

Patients who typically go to the Osmond office have been seeing the same dentist, Dr. Ben Aitken, at Family 1st Dental’s Wausa location instead. Overall, that has been going well, Dr. Skoglund said.

“These people up here are resilient, they really are,” he said. “We always talk about our first responders, and I can’t say enough about the first responders from these communities.”

In addition to Osmond, another community ravaged by floodwaters was North Bend, the home of Chadwell Family Dentistry’s satellite site. The office suffered at least \$50,000 in damage, with floodwaters reaching 2 feet in some parts. The practice’s main location in Omaha was not damaged.

Dr. Chadwell may reopen a second office at a new site, but that will depend on the insur-



**Bomb cyclone:** Floodwaters still sit outside Chadwell Family Dentistry in North Bend two days after the initial flooding occurred.

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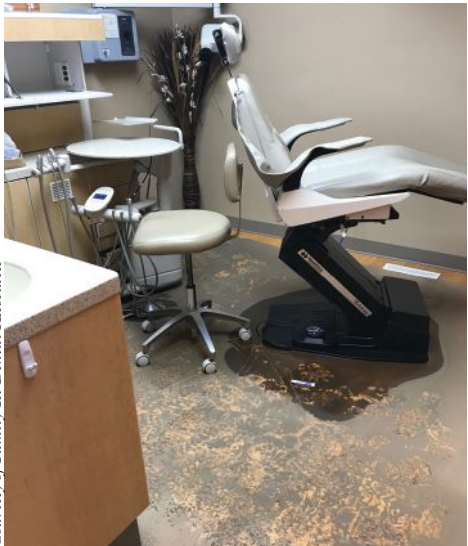
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**Destruction:** Massive flooding leaves water and mud inside Family 1st Dental Associates' Osmond office.

ance payments she ultimately receives. While she has been reimbursed some, the insurance company is still working on completing her claim.

“I don’t know why they’re being so slow,” Dr. Chadwell said.

In the meantime, she has added a day to her Omaha office’s schedule, and she is busy trying to cover all her bases so that she is prepared for whatever course of action she ends up taking.

“I have probably never worked harder as a business owner ever in my life,” said Dr. Chadwell, who founded her Omaha practice in 2005 and opened her North Bend location in 2014.

To help the impacted dentists, BMO Harris Bank — the practice finance lender endorsed by ADA Member Advantage and the Nebraska Dental Association — is offering a business loan for as much as \$1 million with no payments for the first 90 days. Association members also will



**‘Fast and furious’:** Floodwaters reached about 18 inches in this operator at Chadwell Family Dentistry’s office in North Bend, damaging the carpeting, which had to be removed.

receive a 0.5% interest rate reduction on these loans and special priority processing, according to the Nebraska Dental Association.

“BMO Harris is honored to offer relief to rebuild, repair and get dentists back to serving patients,” said Niamh Kristufek, head of business banking for BMO Harris Bank.

Drs. Skoglund and Chadwell are not yet sure if they will pursue the special loan offer.

Family 1st Dental will decide on financing once the cost to replace everything that was lost is known, said Lisa Timmerman, the practice’s CEO.

For Dr. Chadwell, it’s a matter of continuing to wait on insurance.

“Building a business takes a lot of work and a lot of time, but you do it over time,” she said. “Taking down a business is fast and furious. Everything hits you all at once.” ■

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# ADA shares practice resources with American Association of Dental Office Management

BY DAVID BURGER

A new online resource for dental office managers is the result of a collaboration between the ADA and the American Association of Dental Office Management, a national association of dental office managers.

The two organizations teamed up in an effort to better help dental professionals with dental office management.

The ADA Hall on AADOM's eCampus provides an opportunity for dental office managers to explore resources the ADA has

**"The council has an ongoing and active interest in issues impacting the dental team because we recognize that the success of any dental practice is directly linked to the success of the dental team."**

developed with the intent of helping members succeed.

"Topics covered by those resources include key areas relating to dental office management: practice marketing, patient communications, health and wellness and dental benefits," according to Dr. Nima Aflatooni, chair of the ADA Council on Dental Practice's practice management subcommittee.

Dr. Stacey K. Van Scoyoc, chair of the ADA Council on Dental Practice said, "The council has an ongoing and active interest in issues impacting the dental team because we recognize that the success of any dental practice is directly linked to the success of the dental team. ADA practice management resources can lessen many of the pain points dental office managers report experiencing as they perform their various responsibilities."

## Leased

*Continued from Page 1*

card acceptance," Dr. Cobb said. "I also have experienced signing on as an insurance provider and then forced to take a lower fee from another insurance that I had not signed on to be a provider. The large umbrella insurance purchased a smaller insurance company and underhandedly now forces the new contract on the health care provider. HB 2494 addresses both of these issues.

"As dentists we provide a great product at a fair price and need to be reimbursed for our efforts. We have many challenges ahead of us but this is just another success to make [the] work day more productive."

According to the bill's summary, this law helps establish the "statutory framework regarding electronic funds transfer payments and virtual credit card payment methods between a health care provider and a health insurer." ■

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The resources available through the ADA Hall are those that are open for viewing without logging in. Member dentists should be aware that through those resources, their staff members may find something on which they want to take a deeper dive and view materials that are protected behind the members-only wall

of ADA.org. In those instances, a member dentist can decide if they want to log in and then subsequently share information with their team.

The council has maintained a liaison relationship with AADOM for several years, including presenting a course at a previous AADOM conference. The ADA's support

of AADOM's training efforts continues in 2019 and will feature a session at this year's meeting highlighting ADA practice management resources that may be helpful to office managers

Visit the ADA Hall on AADOM eCampus at [dentalmanagers.com/ada](http://dentalmanagers.com/ada). ■

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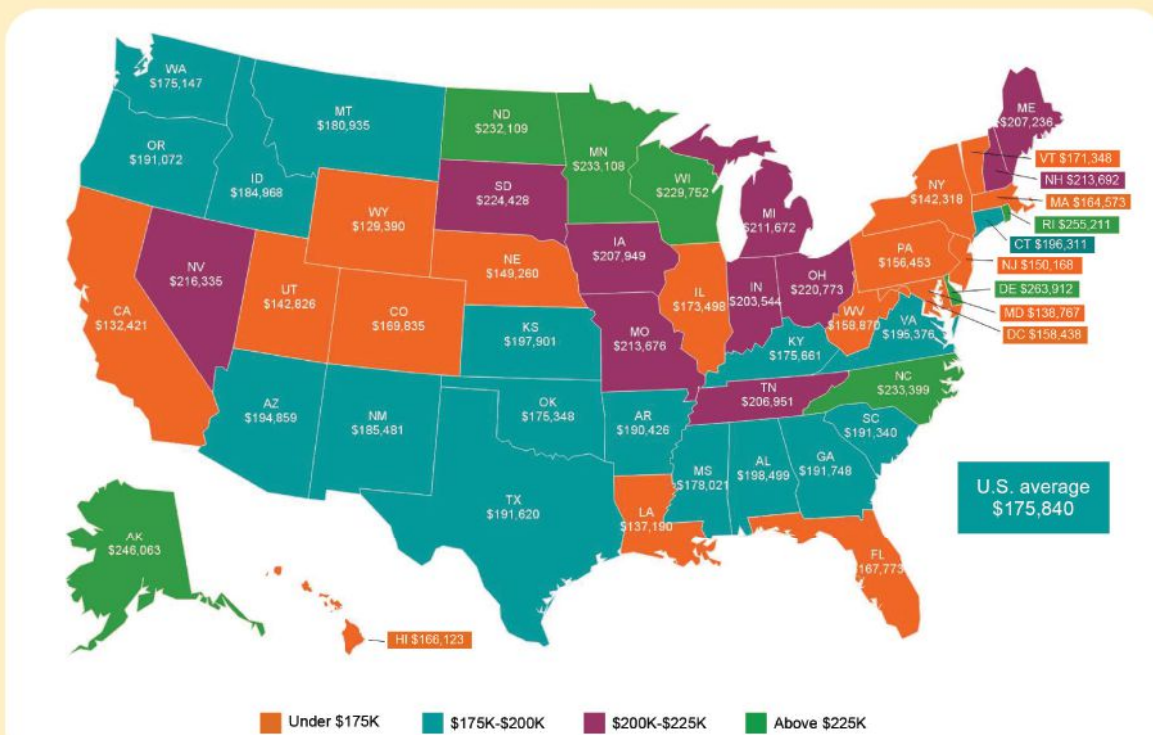
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## HEALTH POLICY

## Average annual net income, general dentists, adjusted for cost of living, 2018



Sources: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment Statistics. U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index, U.S. Department of Commerce, Bureau of Economic Analysis, Regional Price Parities. Note: Income estimates adjusted for state-level cost of living are equal to the unadjusted state-level income estimate divided by the state's Regional Price Parity Index.

## Location, location, location

## Net dental incomes vary across country

BY JENNIFER GARVIN

The average annual net income of general dentists in 2018 was \$175,840 according to the U.S. Bureau of Labor Statistics.

To be able to compare dentist incomes across states, the ADA Health Policy Institute performed additional analysis, adjusting the state-level average net incomes for cost of living.

General dentists in Delaware (\$263,912), Rhode Island (\$255,211) and Alaska (\$246,063) had the highest average annual net income after adjusting for cost of living, while general dentists in Wyoming (\$129,390), California (\$132,421) and Louisiana (\$137,190) had the lowest.

Information on annual dental income for general dentists in all 50 states is included in a new HPI infographic on ADA.org. ■

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## Industry speaks out on value of new HPI report

BY JENNIFER GARVIN

A new report from the ADA Health Policy Institute is earning rave reviews from the dental industry.

"HPI's 2019 Annual Dental Industry Report is informative, comprehensive and the most accurate I have seen in our industry. HPI's research and reports play a critical role in guiding the dental industry through a massive transformation," said Dr. Amir Neshat, chief executive officer of LIBERTY Dental Plan Companies.

HPI recently released its inaugural industry report — a comprehensive report featuring market trends and forecasting data to help dental industry leaders stay updated on the latest industry insights so they can easily navigate the dental landscape. The report draws on HPI's analysis of a variety of data sources, including proprietary in-house data sets produced and maintained by HPI, external data sets purchased by HPI and publicly available data.

"The Healthy Policy Institute's Annual Dental Industry Report was of great value to me and our organization," said James Nick, chief revenue officer, Dental Care Alliance. "The team at HPI took great effort to evaluate a wide range of sources and distill down the data into relevant trends impacting the dental industry that we are using to inform our strategic planning. It contains highly useful information regarding dental consumers and the dental

Health Policy Institute  
Annual Dental Industry Report  
2019



workforce currently and their changes over time. All stakeholders in the dental industry would find great value with this report."

Additionally, the HPI Industry Report analyzes how demographic shifts are changing the dental workforce, particularly in their impact on dental school enrollment and the number of dentists choosing to practice in large group practice settings. It also looks at how reimbursement rates in private dental insurance are changing — something that is driving change in the industry.

The HPI industry report also covers:

See REPORT, Page 19



# HHS decreases some caps on penalties for HIPAA violations

BY DAVID BURGER

*Washington* — The U.S. Department of Health and Human Services has revised the annual penalty caps for violations of the Health Insurance Portability and Accountability Act, according to an April 30 news release from the department's Office of Civil Rights.

Until further notice by the HHS, annual caps on penalties for a violation of a HIPAA requirement or prohibition will range from \$25,000 for an unknowing HIPAA violation; \$100,000 for a HIPAA violation due to reasonable cause but not due to willful neglect; \$250,000 for willful neglect corrected within 30 days; and \$1.5 million for willful neglect not corrected within 30 days.

HHS previously applied the same penalty cap — \$1.5 million — across the four categories of violations, despite different levels of culpability.

Under HIPAA, enacted in 1996, HHS established rules protecting the privacy and security of individually identifiable health information.

In 2009, Congress enacted the Health Information Technology for Economic and Clinical Health Act, that, among other things, strengthened HIPAA enforcement by increasing the minimum and maximum potential penalties for HIPAA violations.

## Report

*Continued from Page 18*

- Workforce diversity. In 2018, 32% of dentists were women and 28% were racial or ethnic minorities, up from 23% and 22%, respectively, from 2008.

- Solo dental practice analysis. During the last 10 years, the number of dentists in solo practices has declined, going from 83% in 2007 to 78% in 2017.

- Dental earnings. They increased slightly in 2017 — up to \$197,190 from \$192,597 in 2016 for general dentists — but still haven't returned to pre-great recession levels. In 2005, the average general dentist earned \$227,147.

Earlier this year, the Institute introduced HPI Consulting Services, which leverages ADA data, research and expert analysis to create customized industry research. The service also includes speaking engagements for groups looking for a tailored analysis of national and state-level trends and the effects on industry.

To purchase the report or learn more about exclusive offerings from the ADA Health Policy Institute, visit [ADA.org/HPIConsulting](http://ADA.org/HPIConsulting). ■

## Specialty

*Continued from Page 1*

syndromes in which pain constitutes the primary problem.

The National Commission, at its March 11 meeting, had revised its policies related to the application process requiring it to publish a notification to its communities of interest when an application has been received.

For more information on the National Commission on Recognition of Dental Specialties and Certifying Boards, visit [ADA.org/en/ncrdscb](http://ADA.org/en/ncrdscb) or call 1-312-440-2697. ■

**If a dental practice violates more than one HIPAA requirement or prohibition, the cap could be multiplied by the number of different HIPAA provisions violated.**

A 2013 Enforcement Rule, established by the department as a result of the HITECH

Act, elicited concern about imposing a \$1.5 million cap for each and every penalty tier. The department concluded that the penalty scheme included inconsistent language and could cause confusion, according to the news release.

The caps would apply to violations of each specific HIPAA requirement or prohibition in a given year, not to all HIPAA violations in a given year. For example, if a dental practice violates more than one HIPAA requirement or prohibition, the cap could be multiplied by the number

of different HIPAA provisions violated. Therefore, HIPAA penalties can still involve very large dollar amounts, even in the lower tiers.

The ADA Complete HIPAA Compliance Kit can help dentists design and implement a comprehensive program for HIPAA compliance. Readers can save 15% on the HIPAA kit and all ADA Catalog products with promo code 19116 until July 26. To order, visit [ADAcatalog.org](http://ADAcatalog.org) or call 1-800-947-4746. ■

—burgerd@ada.org



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